..the son is always there with argoflex*

Argoflex Prevents Tilting—No tilting steeples when your Model E Argoflex viewfinder shows you the *framed* picture before you take it.

Argoflex Prevents Cropping—You'll never scalp a figure when Argoflex shows you the *complete* picture before you take it *as* you are taking it.

Sharp as the bark of a wire-haired—that's how your favorite pictures come out when you use Model E Argoflex. America's first twin-lens camera protects you against spoiling pictures because of foggy focus. When your image is clear in your viewfinder, it *has* to be clear in your picture.

Argoflex shows you the picture before you take it—Everything you have to watch can be seen in your viewfinder. Get your image clear. Get your figures composed as you want them. Get your horizon level—and you are ready to shoot! You can't always retake pictures you spoiled. But you can avoid spoilage by using Argoflex. Then you'll be sure your pictures are keen shots, the instant you snap them.

And your Model E lens is coated! This Argus method of fluoride coating lets more light through—faster. It banishes "ghost" images and flare; enhances definition. See Argoflex at your camera dealer's. Get this Model E Argoflex in your own hands. Test the reflex viewfinder in your own way. Then get Argoflex and be sure of superb pictures!

*Reg. U. S. Pat. Off.

America's First Twin-Lens Camera